

Fort Howard Square
410 S Columbia Ave, Rincon, Georgia, 31326
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 32.27695
Longitude: -81.22974

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	9,852	12,409	33,480
2010 Total Population	15,318	19,993	59,734
2021 Total Population	19,133	28,016	83,259
2021 Group Quarters	1	208	2,460
2026 Total Population	21,047	31,257	93,760
2021-2026 Annual Rate	1.93%	2.21%	2.40%
2021 Total Daytime Population	17,179	25,463	78,513
Workers	7,449	11,354	36,648
Residents	9,730	14,109	41,865
Household Summary			
2000 Households	3,454	4,317	11,322
2000 Average Household Size	2.85	2.86	2.83
2010 Households	5,427	7,076	20,660
2010 Average Household Size	2.82	2.81	2.78
2021 Households	6,842	10,022	29,379
2021 Average Household Size	2.80	2.77	2.75
2026 Households	7,544	11,220	33,272
2026 Average Household Size	2.79	2.77	2.74
2021-2026 Annual Rate	1.97%	2.28%	2.52%
2010 Families	4,123	5,419	15,233
2010 Average Family Size	3.23	3.21	3.21
2021 Families	5,108	7,507	21,070
2021 Average Family Size	3.23	3.21	3.23
2026 Families	5,602	8,359	23,678
2026 Average Family Size	3.23	3.21	3.23
2021-2026 Annual Rate	1.86%	2.17%	2.36%
Housing Unit Summary			
2000 Housing Units	3,719	4,650	12,168
Owner Occupied Housing Units	72.1%	73.9%	73.8%
Renter Occupied Housing Units	20.8%	18.9%	19.2%
Vacant Housing Units	7.1%	7.2%	7.0%
2010 Housing Units	5,965	7,873	22,816
Owner Occupied Housing Units	63.1%	64.4%	63.4%
Renter Occupied Housing Units	27.9%	25.5%	27.1%
Vacant Housing Units	9.0%	10.1%	9.4%
2021 Housing Units	7,541	11,084	32,353
Owner Occupied Housing Units	66.5%	66.9%	62.8%
Renter Occupied Housing Units	24.3%	23.5%	28.0%
Vacant Housing Units	9.3%	9.6%	9.2%
2026 Housing Units	8,294	12,380	36,543
Owner Occupied Housing Units	67.7%	68.0%	63.7%
Renter Occupied Housing Units	23.3%	22.6%	27.4%
Vacant Housing Units	9.0%	9.4%	9.0%
Median Household Income			
2021	\$64,796	\$75,403	\$76,429
2026	\$72,251	\$80,889	\$82,847
Median Home Value			
2021	\$207,535	\$218,300	\$215,538
2026	\$225,761	\$236,974	\$241,199
Per Capita Income			
2021	\$29,309	\$32,031	\$32,197
2026	\$32,866	\$36,029	\$36,621
Median Age			
2010	33.6	33.8	32.6
2021	36.5	36.5	35.5
2026	36.6	36.8	35.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	6,842	10,022	29,379
<\$15,000	8.3%	7.1%	6.0%
\$15,000 - \$24,999	8.7%	7.4%	7.2%
\$25,000 - \$34,999	6.6%	5.5%	6.1%
\$35,000 - \$49,999	14.2%	12.2%	11.2%
\$50,000 - \$74,999	18.1%	17.4%	18.1%
\$75,000 - \$99,999	17.2%	17.7%	18.1%
\$100,000 - \$149,999	15.4%	18.4%	19.4%
\$150,000 - \$199,999	6.8%	8.3%	8.0%
\$200,000+	4.8%	6.0%	5.9%
Average Household Income	\$81,864	\$90,112	\$90,768
2026 Households by Income			
Household Income Base	7,544	11,220	33,272
<\$15,000	7.1%	5.9%	4.9%
\$15,000 - \$24,999	7.3%	6.1%	5.7%
\$25,000 - \$34,999	6.1%	4.9%	5.3%
\$35,000 - \$49,999	13.2%	11.1%	9.7%
\$50,000 - \$74,999	17.8%	16.8%	17.3%
\$75,000 - \$99,999	17.3%	17.7%	18.3%
\$100,000 - \$149,999	17.4%	20.5%	21.9%
\$150,000 - \$199,999	8.4%	10.1%	9.9%
\$200,000+	5.6%	7.0%	7.1%
Average Household Income	\$91,583	\$101,070	\$102,719
2021 Owner Occupied Housing Units by Value			
Total	5,012	7,416	20,329
<\$50,000	2.3%	2.3%	2.4%
\$50,000 - \$99,999	4.3%	3.3%	3.7%
\$100,000 - \$149,999	12.2%	9.4%	10.5%
\$150,000 - \$199,999	27.4%	25.5%	25.8%
\$200,000 - \$249,999	25.8%	26.0%	24.5%
\$250,000 - \$299,999	13.9%	14.8%	12.0%
\$300,000 - \$399,999	9.5%	12.4%	13.1%
\$400,000 - \$499,999	3.3%	4.4%	4.9%
\$500,000 - \$749,999	1.4%	1.8%	2.3%
\$750,000 - \$999,999	0.0%	0.0%	0.2%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$220,745	\$235,448	\$243,620
2026 Owner Occupied Housing Units by Value			
Total	5,615	8,419	23,266
<\$50,000	1.3%	1.2%	1.3%
\$50,000 - \$99,999	2.2%	1.7%	1.8%
\$100,000 - \$149,999	7.4%	5.5%	6.1%
\$150,000 - \$199,999	24.0%	20.9%	19.8%
\$200,000 - \$249,999	29.2%	27.9%	25.6%
\$250,000 - \$299,999	16.6%	17.2%	14.4%
\$300,000 - \$399,999	12.5%	16.2%	17.9%
\$400,000 - \$499,999	4.5%	6.1%	7.6%
\$500,000 - \$749,999	2.1%	2.9%	4.5%
\$750,000 - \$999,999	0.0%	0.0%	0.3%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$243,305	\$261,140	\$281,636

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	15,319	19,990	59,735
0 - 4	7.4%	7.2%	7.7%
5 - 9	8.4%	8.3%	7.7%
10 - 14	9.0%	8.8%	7.6%
15 - 24	13.3%	13.4%	14.0%
25 - 34	14.0%	14.0%	16.9%
35 - 44	15.6%	15.7%	15.3%
45 - 54	14.7%	15.1%	14.1%
55 - 64	9.9%	9.9%	9.1%
65 - 74	4.9%	4.9%	4.7%
75 - 84	2.3%	2.2%	2.1%
85 +	0.5%	0.5%	0.7%
18 +	70.1%	70.5%	72.5%
2021 Population by Age			
Total	19,134	28,015	83,256
0 - 4	6.6%	6.5%	6.9%
5 - 9	7.0%	6.9%	7.2%
10 - 14	6.9%	7.1%	7.2%
15 - 24	12.8%	12.6%	12.1%
25 - 34	14.7%	14.7%	15.7%
35 - 44	14.1%	14.8%	16.3%
45 - 54	13.3%	13.6%	12.7%
55 - 64	12.5%	12.3%	11.2%
65 - 74	8.2%	7.9%	7.2%
75 - 84	3.1%	2.9%	2.8%
85 +	0.8%	0.7%	0.8%
18 +	75.6%	75.5%	75.0%
2026 Population by Age			
Total	21,049	31,258	93,760
0 - 4	6.5%	6.4%	7.0%
5 - 9	6.9%	6.9%	7.3%
10 - 14	7.2%	7.4%	7.5%
15 - 24	11.3%	11.5%	12.0%
25 - 34	15.8%	14.9%	14.7%
35 - 44	13.9%	15.2%	17.0%
45 - 54	12.6%	12.9%	12.4%
55 - 64	11.7%	11.4%	10.1%
65 - 74	8.8%	8.5%	7.5%
75 - 84	4.3%	4.0%	3.5%
85 +	0.9%	0.8%	0.8%
18 +	75.5%	75.4%	74.2%
2010 Population by Sex			
Males	7,503	9,893	30,584
Females	7,815	10,100	29,150
2021 Population by Sex			
Males	9,416	13,926	42,174
Females	9,717	14,090	41,084
2026 Population by Sex			
Males	10,381	15,547	47,282
Females	10,666	15,710	46,478

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	15,317	19,994	59,733
White Alone	77.7%	79.0%	72.6%
Black Alone	16.4%	15.4%	20.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.6%	1.6%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.3%	2.7%
Two or More Races	2.6%	2.4%	2.2%
Hispanic Origin	4.1%	4.0%	6.4%
Diversity Index	41.9	40.0	49.9
2021 Population by Race/Ethnicity			
Total	19,133	28,017	83,259
White Alone	73.5%	74.5%	68.2%
Black Alone	17.6%	17.1%	22.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.4%	2.4%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.3%	2.1%	3.3%
Two or More Races	3.7%	3.4%	3.1%
Hispanic Origin	7.7%	7.1%	8.7%
Diversity Index	50.9	49.2	56.6
2026 Population by Race/Ethnicity			
Total	21,047	31,257	93,760
White Alone	71.8%	73.0%	66.5%
Black Alone	18.5%	17.9%	23.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.7%	2.6%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.6%	2.4%	3.5%
Two or More Races	4.0%	3.8%	3.5%
Hispanic Origin	8.7%	8.1%	9.7%
Diversity Index	53.7	51.9	59.0
2010 Population by Relationship and Household Type			
Total	15,318	19,993	59,734
In Households	100.0%	99.4%	96.1%
In Family Households	89.2%	89.0%	84.3%
Householder	27.0%	27.0%	25.6%
Spouse	20.0%	20.5%	19.3%
Child	36.7%	36.3%	33.5%
Other relative	3.3%	3.2%	3.5%
Nonrelative	2.2%	2.1%	2.4%
In Nonfamily Households	10.8%	10.4%	11.8%
In Group Quarters	0.0%	0.6%	3.9%
Institutionalized Population	0.0%	0.6%	3.9%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2021 Population 25+ by Educational Attainment			
Total	12,780	18,733	55,430
Less than 9th Grade	3.9%	3.2%	3.5%
9th - 12th Grade, No Diploma	6.0%	5.5%	6.3%
High School Graduate	25.2%	25.3%	25.2%
GED/Alternative Credential	6.7%	6.0%	5.7%
Some College, No Degree	20.6%	20.9%	22.3%
Associate Degree	12.6%	11.5%	9.1%
Bachelor's Degree	16.9%	18.2%	19.0%
Graduate/Professional Degree	8.1%	9.3%	8.8%
2021 Population 15+ by Marital Status			
Total	15,220	22,276	65,510
Never Married	26.4%	26.4%	27.4%
Married	52.4%	56.0%	57.0%
Widowed	7.0%	5.7%	4.9%
Divorced	14.2%	12.0%	10.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,598	14,273	42,485
Population 16+ Employed	97.3%	97.0%	95.9%
Population 16+ Unemployment rate	2.7%	3.0%	4.1%
Population 16-24 Employed	9.4%	10.4%	11.9%
Population 16-24 Unemployment rate	12.9%	10.7%	9.6%
Population 25-54 Employed	69.2%	69.4%	70.9%
Population 25-54 Unemployment rate	2.0%	2.3%	3.1%
Population 55-64 Employed	17.3%	16.1%	13.5%
Population 55-64 Unemployment rate	0.1%	1.4%	5.4%
Population 65+ Employed	4.1%	4.1%	3.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2021 Employed Population 16+ by Industry			
Total	9,338	13,842	40,731
Agriculture/Mining	0.4%	0.3%	0.6%
Construction	7.0%	6.9%	8.4%
Manufacturing	17.3%	18.2%	17.6%
Wholesale Trade	2.1%	2.2%	2.2%
Retail Trade	8.6%	8.5%	9.0%
Transportation/Utilities	15.1%	14.3%	12.4%
Information	2.1%	1.6%	1.5%
Finance/Insurance/Real Estate	3.5%	4.5%	5.0%
Services	38.3%	37.5%	37.2%
Public Administration	5.6%	6.0%	6.3%
2021 Employed Population 16+ by Occupation			
Total	9,337	13,842	40,734
White Collar	63.0%	62.8%	59.4%
Management/Business/Financial	22.0%	21.6%	19.7%
Professional	21.3%	21.6%	21.8%
Sales	6.0%	6.6%	6.9%
Administrative Support	13.7%	12.9%	11.0%
Services	10.2%	10.5%	11.9%
Blue Collar	26.8%	26.7%	28.7%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	3.9%	4.2%	6.1%
Installation/Maintenance/Repair	3.6%	4.3%	4.9%
Production	6.2%	6.5%	5.9%
Transportation/Material Moving	12.9%	11.7%	11.5%

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2010 Households by Type			
Total	5,426	7,076	20,661
Households with 1 Person	19.0%	18.4%	20.3%
Households with 2+ People	81.0%	81.6%	79.7%
Family Households	76.0%	76.6%	73.7%
Husband-wife Families	56.4%	58.2%	55.7%
With Related Children	30.3%	31.2%	29.4%
Other Family (No Spouse Present)	19.6%	18.3%	18.0%
Other Family with Male Householder	4.8%	4.7%	5.1%
With Related Children	3.2%	3.1%	3.2%
Other Family with Female Householder	14.8%	13.6%	12.9%
With Related Children	10.9%	10.0%	9.3%
Nonfamily Households	5.0%	5.0%	6.0%
All Households with Children	45.0%	44.8%	42.5%
Multigenerational Households	4.3%	4.3%	4.6%
Unmarried Partner Households	6.7%	6.4%	7.0%
Male-female	6.0%	5.7%	6.2%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	5,426	7,076	20,661
1 Person Household	19.0%	18.4%	20.3%
2 Person Household	30.6%	30.9%	31.4%
3 Person Household	20.1%	20.1%	19.4%
4 Person Household	17.4%	17.9%	16.6%
5 Person Household	8.0%	8.0%	7.7%
6 Person Household	3.2%	3.1%	2.9%
7 + Person Household	1.6%	1.6%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	5,427	7,076	20,660
Owner Occupied	69.3%	71.6%	70.0%
Owned with a Mortgage/Loan	56.1%	58.0%	56.2%
Owned Free and Clear	13.2%	13.6%	13.8%
Renter Occupied	30.7%	28.4%	30.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	167	184	190
Percent of Income for Mortgage	13.4%	12.1%	11.8%
Wealth Index	76	87	83
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,965	7,873	22,816
Housing Units Inside Urbanized Area	0.1%	6.5%	29.6%
Housing Units Inside Urbanized Cluster	78.1%	60.7%	29.2%
Rural Housing Units	21.9%	32.9%	41.2%
2010 Population By Urban/ Rural Status			
Total Population	15,318	19,993	59,734
Population Inside Urbanized Area	0.1%	5.4%	28.2%
Population Inside Urbanized Cluster	77.2%	60.6%	29.7%
Rural Population	22.8%	34.0%	42.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Workday Drive (4A)	Workday Drive (4A)	Up and Coming Families (7A)
3.	Southern Satellites (10A)	Up and Coming Families (7A)	Southern Satellites (10A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$12,874,921	\$20,707,005	\$61,484,103
Average Spent	\$1,881.75	\$2,066.15	\$2,092.79
Spending Potential Index	89	97	99
Education: Total \$	\$9,192,772	\$14,910,372	\$43,264,648
Average Spent	\$1,343.58	\$1,487.76	\$1,472.64
Spending Potential Index	78	86	85
Entertainment/Recreation: Total \$	\$19,790,692	\$31,777,464	\$93,592,969
Average Spent	\$2,892.53	\$3,170.77	\$3,185.71
Spending Potential Index	90	98	99
Food at Home: Total \$	\$32,660,872	\$52,397,331	\$156,106,572
Average Spent	\$4,773.59	\$5,228.23	\$5,313.54
Spending Potential Index	88	96	98
Food Away from Home: Total \$	\$23,056,516	\$37,145,833	\$110,908,956
Average Spent	\$3,369.85	\$3,706.43	\$3,775.11
Spending Potential Index	89	98	99
Health Care: Total \$	\$39,181,051	\$62,557,569	\$184,259,998
Average Spent	\$5,726.55	\$6,242.02	\$6,271.83
Spending Potential Index	92	100	101
HH Furnishings & Equipment: Total \$	\$14,158,271	\$22,856,439	\$67,773,951
Average Spent	\$2,069.32	\$2,280.63	\$2,306.88
Spending Potential Index	92	101	102
Personal Care Products & Services: Total \$	\$5,469,711	\$8,797,057	\$26,082,721
Average Spent	\$799.43	\$877.77	\$887.80
Spending Potential Index	89	98	99
Shelter: Total \$	\$116,779,799	\$188,382,710	\$559,534,395
Average Spent	\$17,068.08	\$18,796.92	\$19,045.39
Spending Potential Index	85	93	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,329,314	\$24,911,174	\$74,658,569
Average Spent	\$2,240.47	\$2,485.65	\$2,541.22
Spending Potential Index	94	104	106
Travel: Total \$	\$15,543,416	\$25,095,839	\$73,458,406
Average Spent	\$2,271.76	\$2,504.07	\$2,500.37
Spending Potential Index	90	99	99
Vehicle Maintenance & Repairs: Total \$	\$6,958,802	\$11,177,369	\$33,412,270
Average Spent	\$1,017.07	\$1,115.28	\$1,137.28
Spending Potential Index	92	101	103

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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